

Message Text

UNCLASSIFIED

PAGE 01 STATE 297334

66

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM:PED

APPROVED BY EB/OCA/CM/BEBYRON

COM/OIM RGARNITZ

COM/OED RWILBOURN

COM/OED ARICE

COM/OED RCOHEN

STATE:EB/OCA SHARRIS

COM/OMP MKOGON

EUR/CE/RCASAGRANDE

----- 076337

P 172244Z DEC 75

FM SECSTATE WASHDC

TO AMCONSUL DUSSELDORF PRIORITY

INFO AMEMBASSY BONN PRIORITY

AMCONSUL BREMEN

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

AMEMBASSY BERLIN

UNCLAS STATE 297334

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: TRADE OPPORTUNITIES PROGRAM: EVALUATION

REF: A. STATE A-6912 B. DUSSELDORF 1492 C. BONN 19407

1. APPRECIATE CONCERNS EXPRESSED REFTEL. HOWEVER,
DUSSELDORF'S A-104 DOES NOT PROVIDE ADEQUATE BASE FOR
TYPE OF EVALUATION NEEDED TO PROPERLY ASSESS BENEFITS
TOP. BIGGEST EVALUATION PROBLEM IS SUBSTANTIATING SALES
BENEFITS FROM TO DISSEMINATION. FIELD TRIP BY OMP/PED
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STAFF MEMBER INDICATES SUBSCRIBER DISSATISFACTION WITH

PROGRAM.

2. WE AGREE SECOND TIME FOLLOW-UP WITH SAME FIRMS
ALREADY POLLED INAPPROPRIATE. IN LIEU OF THIS, FOLLOW-UP
ONLY LEADS SUBMITTED FEBRUARY 1-14, 1975 IN ACCORDANCE
OUR FORMAT WITHIN TIME FRAME TO EXTENT POSSIBLE.

3. IF YOU PREFER, INSTEAD OF 2. ABOVE, YOU HAVE OPTION
OF PROVIDING SALES DATA FOR ALREADY POLLED FIRMS FOR
PERIOD FEBRUARY 15-28, 1975. INGERSOLL

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NNN

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: PED
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Margaret P. Grafeld
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Type: TE
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